



## Alabama Alcoholic Beverage Control Board

### Law Enforcement Division

2715 Gunter Park Drive West

Montgomery, AL 36109

Phone: 334-213-6300

Fax: 334-213-6322

## ADVERTISING PROMOTIONS APPROVAL REQUEST FORM

Date Completed: \_\_\_\_\_

I, \_\_\_\_\_ a representative of  
\_\_\_\_\_ Manufacturer, request approval for the  
promotion listed as (Name of Event) \_\_\_\_\_

Date(s) Covered: \_\_\_\_\_

Prize(s): \_\_\_\_\_  
\_\_\_\_\_

**In order to receive a response you MUST complete and return this form along with all of the required attachments listed below:** Submission of **ALL** advertising and promotional items is still mandatory. Prior to dissemination the item(s) must be filed and approved by the ABC Board Enforcement License Section.

1. Is there any type of purchase necessary to participate in this promotion? YES \_\_\_\_ NO \_\_\_\_
2. Is the required purchase that of an alcoholic beverage? YES \_\_\_\_ NO \_\_\_\_ N/A \_\_\_\_
3. Do you have to be 21 or older to enter? YES \_\_\_\_ NO \_\_\_\_
4. Are alcoholic beverages awarded as prizes? YES \_\_\_\_ NO \_\_\_\_
5. Are refund coupons awarded that offer cents-off which require or induce the purchase of alcoholic beverages? YES \_\_\_\_ NO \_\_\_\_
6. Does this promotion require the consumption of alcoholic beverages to enter? YES \_\_\_\_ NO \_\_\_\_

### **Attachments (REQUIRED): [must be in adobe PDF format]**

1. Formal request for approval on company letterhead. (must be legible)
2. Complete set of **ALL** promotional rules.
3. Clear color copy of promotional sales Media. [e.g.: Entry form, coupon, necker, tear-off, etc.]
4. Detailed list of where the promotion will be displayed on the product and within the licensed location.
5. **ALL** disclaimers and legally required notices (e.g.: "**Purchase of Alcoholic Beverage Is Not Required To Participate...**", etc.) shall be clearly and legibly printed on the face of the promotional sales media in Bold-Face print in a medium of 10 point print (# 12 Font), or larger.

**SEND TO:** [Enforcement.license@abc.alabama.gov](mailto:Enforcement.license@abc.alabama.gov)